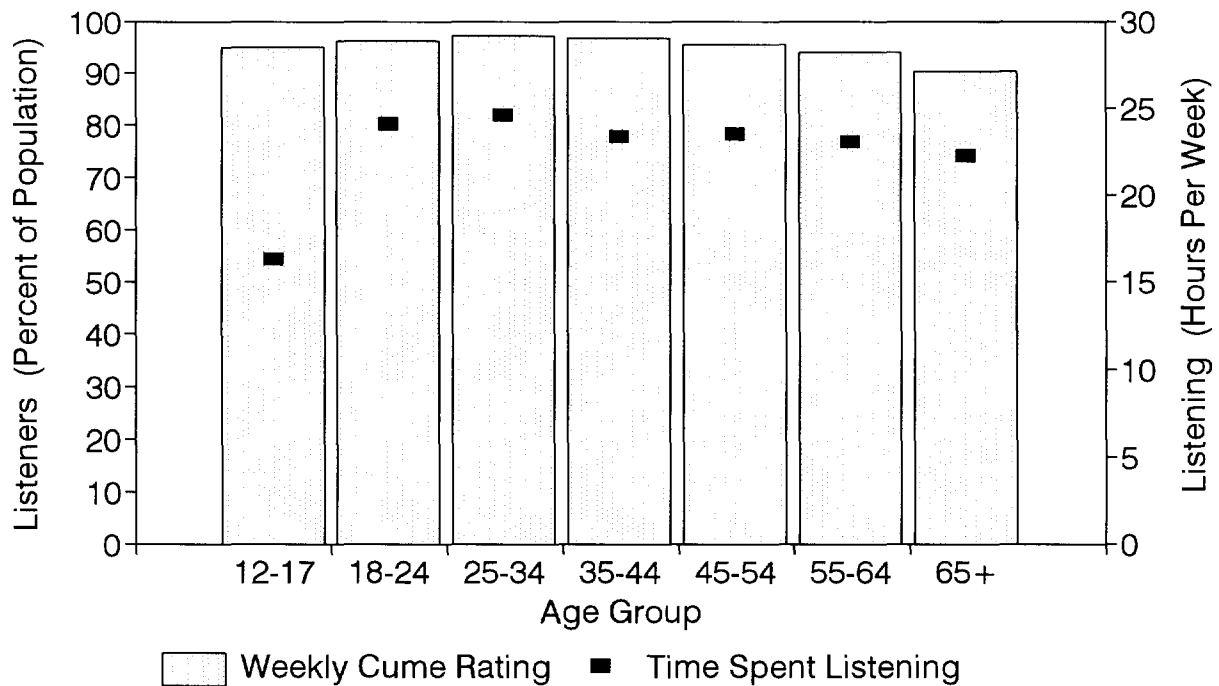


Teens Are The Lightest Radio Users

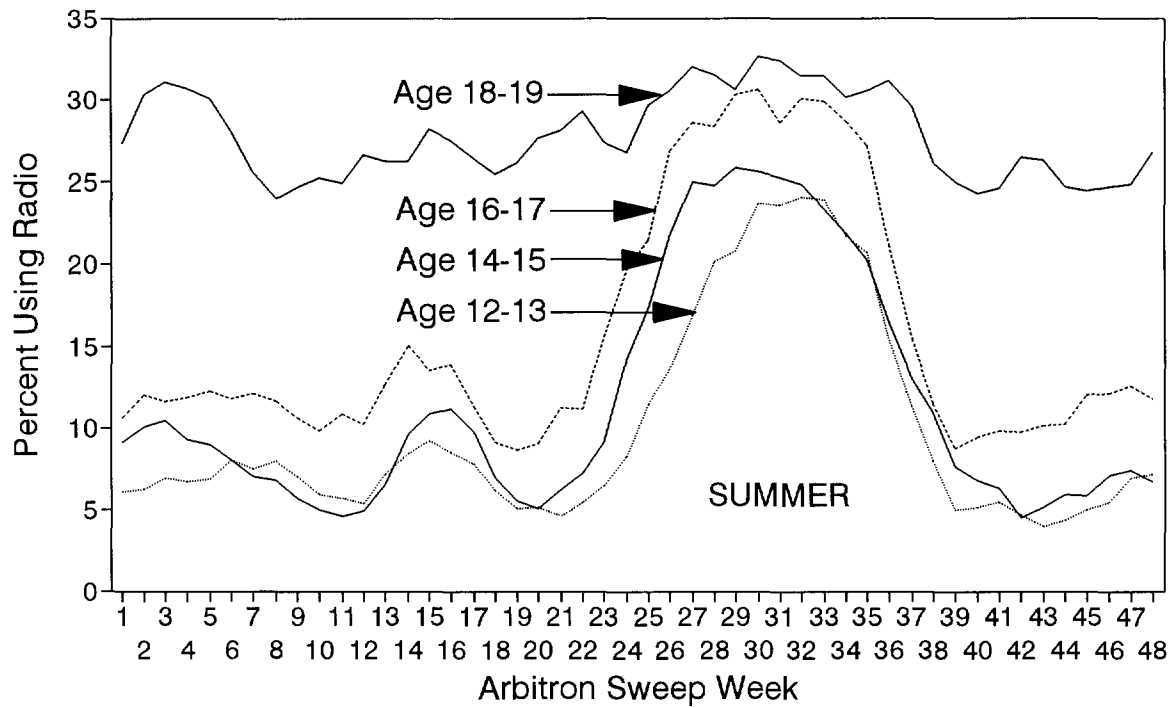
Even Though 95% Use Radio Each Week



Source: Arbitron Nationwide Report, 1991

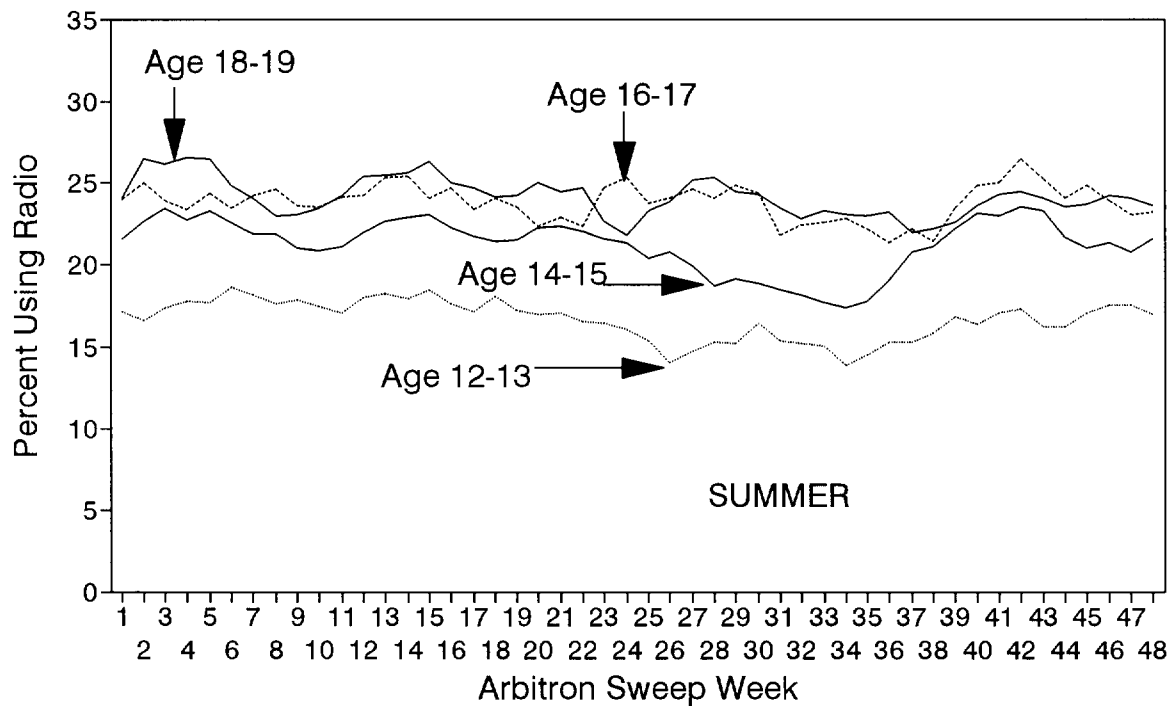
GRAPH 3

Teen Radio Use Through The Year Weekdays 9:00 a.m. to 3:00 p.m.



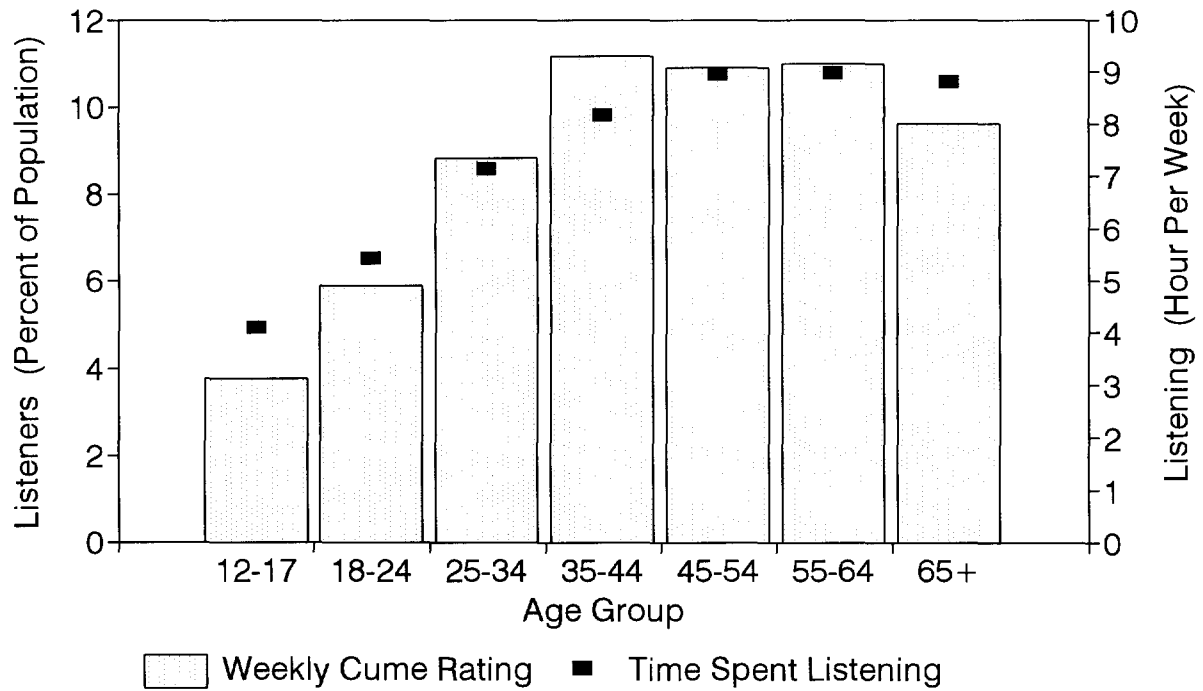
GRAPH 4

Teen Radio Use Through The Year Weekdays 3:00 p.m. to 10:00 p.m.



GRAPH 5

Public Radio Appeals Less To Teens Than To Any Other Age Group



Source: Arbitron Nationwide Report, 1991

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B.A. 1976, University of the Pacific
Majors: Communication Arts and English *magna cum laude*

M.A. 1980, University of Wisconsin
Major: Communication Arts
Minors: Marketing and Research Methodology

Management 1981-1986, National Public Radio, Washington, DC
Director of the Department of Audience Research & Program Evaluation, National Public Radio. Directed and supervised professional and clerical staff. Responsible for budgeting and fiscal management. Developed ongoing audience and programming tracking systems. Provided information and analysis to executive management for programming, policy, development, and representational activities.

Broadcast Management Consulting 1977-present, Audience Research Analysis
Principal in private consulting practice. Consult with broadcast management regarding programming strategies based on analysis of audience use and evaluation of programming. Services include identifying problems and opportunities, clarifying objectives, formulating research questions and methods, conducting research and analysis, and recommending strategies.

Public Radio Development Principal investigator and author of several studies funded by the Corporation for Public Broadcasting which have furthered public radio's development.

Public Radio Listeners: Supporters & Non-Supporters, 1985

An examination of the causes influencing the decision of public radio's listeners to support or not support public radio.

Audience 88, 1988

A comprehensive analysis of public radio's listeners in seven volumes focusing on programming, membership, and underwriting applications, as well as national policy implications.

Public Radio Programming Strategies, 1992

An examination of the programming broadcast by public radio stations and the types of listeners that stations seek to serve, with particular emphasis on the strategic implications for national public radio policies and investments.

David Giovannoni
Media Research Publications
(Non-Proprietary)

Public Radio Programming Strategies: A Report On The Programming Stations Broadcast And The People They Seek To Serve Washington DC: CPB, 1992

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"Kids & Radio, Part 3: 'Kid's Corner' Case Study In Specialty Programming (Sep 92)

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"Format Focusing': Stations Say They Will Narrow Their Variety of Programming" 11:8 (Apr 92)

"A Long View of Public Radio's Audience Growth, 1983 to Today: Major Factor Has Been Programming's Greater Accessibility." 11:5 (Mar 92)

"A Long View of Public Radio's National Audience Growth, 1970-83: The Service Grows Through Availability, Then Through Accessibility." 11:3 (Feb 92)

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AM RADIO LISTENING: An Annotated Graphical And Tabular Treatise Of The Current State Of The Audiences To Broadcast Stations On The AM Band; With Historical Perspectives And Extrapolations For The Future; Offering Observations Pertinent To The Implications Of This Knowledge For Public Radio Practitioners Takoma Park MD: Station Resource Group, 1991

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"When Programming Is Changed, The Press Plays to the Piqued" 10:18 (Oct 91)

"AM/FM Licensees Need Not Suffer the Tyranny of the AM Band" 10:16 (Sep 91)

"New Book 'Ratings Analysis': A Refresher Course Worth Auditing" 10:15 (Aug 91)

"What Happened With the Audience When War Broke Out in the Gulf?" 10:10 (May 91)

"How Your Station's Dynamic Range Can Draw (Or Repel) Listeners" 10:8 (Apr 91)

"Looking Into Diaries: When to Examine Raw Data, When Not To, And Why" 10:6 (Apr 91)

"Up For the Count: Getting the Right Measure of Your Listening Audience" 10:4 (Mar 91)

"Superstars of an Expanding Universe" 10:2 (Feb 91)

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"Public Radio's Expanding Universe, Part 1: A First Glimpse at the Future System" 9:21 (Nov 90)

"A Tale of Three Cities (And One Radio Station)" 9:19 (Oct 90)

"Music Research: Taste and Sound Unite" 9:17 (Sep 90)

"Music Research: Defining Listeners by Their Musical Tastes" 9:15 (Aug 90)

"Music Research: Examining Musical Tastes" 9:13 (Jul 90)

"Surveying A Small Audience: What To Do When There's No Doctor In Town" 9:11 (Jun 90)

"The Program Director's Handbook: Presenting the Basics With Clarity and Humor" 9:9 (May 90)

"Not All Research Is Created Equal: Helping Broadcasters Discern Between Science, Sales, and Slop" 9:7 (Apr 90)

"Why Do They Listen? Program Fund Tests Components of Appeal" 9:5 (Mar 90)

"Playing Programs For Listeners: New Technique Evaluates Programs Moment by Moment" 9:3 (Feb 90)

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- "In The Battle For Listeners, Stations Must Stake a Demographic Position: Second in a Series About 'Denver Project' Explores Where Listeners Come From" 8:12 (Jun 89)
"Research and Management Come Together in Denver: First in a Series about 'Denver Project' Explores the Next Step In Public Radio Programming" 8:10 (May 89)
"Surviving Pledge Drive Withdrawal: How to Evaluate and Use Better Membership Strategies" 8:8 (Apr 89)
"On-Air Drive Is Yesterday's Technology: Preparing for the Future With Membership Spots" 8:6 (Mar 89)
"Diminishing Audience Growth Spells Membership Stagnation: Public Radio Faces Stagnating Pool of Non-Member Listeners Unmoved by Traditional Membership Appeals" 8:4 (Mar 89)
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"Assessing Audience Service" 7:12 (Jul 88)

"The Cume Trap" 7:10 (Jun 88)

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- "The Economics of Programming, Part 3: Real Numbers" 6:19 (Nov 87)
- "The Economics of Programming, Part 2: The Variables" 6:18 (Oct 87)
- "The Economics of Programming, Part 1: Program Effectiveness" 6:17 (Oct 87)
- "From Non-Listener to Member" 6:16 (Sep 87)
- "New Age and Your Jazz" 6:15 (Sep 87)
- "The Biggest Programming Decisions Yet" 6:11 (Jun 87)
- "Public Radio's Incongruent Appeals" 6:10 (Jun 87)
- "When Less is More: Narrowing Appeal to Better Serve Listeners" 6:9 (May 87)
- "Why Do Classical Music and Jazz?" 6:8 (May 87)
- "Under-Performance Today" 6:7 (Apr 87)
- "Listener-Supported, Commercial-Free, and God-Awful" 6:6 (Mar 87)
- "News on Public Radio" 6:5 (Mar 87)
- "Focus Groups and the Search for Personal Importance" 6:4 (Feb 87)
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- "Doubling Public Radio's Service to the Public" 1:3 (Aug 85)
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